

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menguji pengaruh Likuiditas berpengaruh terhadap harga saham, Profitabilitas berpengaruh terhadap harga saham dan Kebijakan Dividen berpengaruh terhadap harga saham pada Perusahaan Advertising printing media yang terdaftar di Bursa Efek Indonesia, harga saham diukur dengan Likuiditas, Profitabilitas dan Kebijakan Dividen.

Populasi dalam penelitian ini adalah Perusahaan Advertising printing media yang terdaftar di Bursa Efek Indonesia (BEI) selama tahun 2013-2017 yang berjumlah 15 perusahaan. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* berdasarkan kriteria yang telah ditentukan sehingga diperoleh 6 Perusahaan *Advertising printing media*. Teknik analisis data yang digunakan adalah analisis statistik deskriptif dan analisis regresi linier berganda dengan alat bantu aplikasi SPSS 20.0 (*Statistical Product and Service Solutions*) yang digunakan untuk menguji pengaruh dari Likuiditas, Profitabilitas dan Kebijakan Dividen terhadap Harga Saham.

Hasil penelitian menunjukkan bahwa Likuiditas berpengaruh positif dan signifikan terhadap harga saham, Profitabilitas berpengaruh negatif dan tidak signifikan terhadap harga saham dan Kebijakan Dividen berpengaruh positif dan signifikan terhadap harga saham, yang lebih dominan terhadap harga saham yaitu Likuiditas dan Kebijakan Dividen.

Kata kunci: Likuiditas, Profitabilitas, Kebijakan Dividen, Harga Saham.

ABSTRACT


This research aimed to find out and examine the effect of liquidity, profitability, and dividend policy on the shares price of advertising printing media companies which were listed on Indonesia Stock Exchange. Shares prices was measured by liquidity, profitability, and dividend policy.

The population was advertising printing media companies which were listed on Indonesia Stock Exchange (IDX) 2013-2017. While, the data collection technique used purposive sampling, in which the sample was based on criteria given. In Line with, there were 15 companies as sample. Furthermore, the data analysis technique used descriptive statistics and multiple linear regression analysis with DPSS (Statistical Product and Service Solutions) version 20.0

The research result concluded liquidity as well as dividend policy had positive and significant effect on the shares price. On the other hand, profitability had negative and insignificant effect on the shares price. But the most dominant liquidity and dividend policy in shares prices.

Keywords: Liquidity, Profitability, Dividend Policy, Shares Price



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